

SANATOGA CORPORATION

APPLIANCE SPECIALISTS

Celebrates 100 Year Anniversary 1925-2025



Sanatoga Corporation / Sanatoga Appliance, a local independent store offering great brands at low prices, is celebrating 100 years in business in 2025!

Founded by Oliver Wittenmyer in 1925 as Sanatoga Radio, the company began selling washers and refrigerators

in the 1930s. By the late 1940s the company stopped selling radios and focused exclusively on electrical appliances, eventually changing the company name to Sanatoga Corporation in 1973, when Oliver's son Charles Wittenmyer began running the business.

Today, Sanatoga Appliance is operated by a third generation, Bryan Wittenmyer and his two sisters Karen Harp and Connie Doukas, who took over in 2010. Bryan's son Luke now works at the company representing a fourth generation of Wittenmyers.

"We've seen a lot of competitors come and go," said Bryan Wittenmyer. At one time department stores like Korvettes and Boscov's sold appliances. No longer. Chain stores like Circuit City, Silo's and American Appliance have gone out of business, Wittenmyer explains.





“Oodles of independents have all closed,” he said. “Appliances has always been a competitive business. Profit margins are very tight.” Today, Sanatoga Appliances main competitors are the box stores like Lowe’s and Home Depot.

“A lot of customers just don’t want to deal with the box store,” Wittenmyer said. “And we are very competitive right there with box stores. In fact, on at least half our orders we’re cheaper than the box stores. The box stores are fairly competitive on the front end, but when you add everything into their shopping cart, and all their extra fees, it’s quite a bit more,” he said. “When you walk in here you get waited on. We still answer our phones. Customers service is a top priority for us. But, the big key to our success is we’re a member of a very large buying group that has roughly 250 dealers in the tri-state area. And we can have access to all the brands. They have huge inventory.”

Located at 2783 E High St, Pottstown, PA 19464, the Sanatoga Appliance showroom features 300+ new models on display. They carry everything you’d find at a nationwide retail chain, along with a personal touch that turns shopping into a more relaxing experience. They can match or beat other stores prices, but those competitors can’t compete with Sanatoga Appliance’s expertise, fast delivery, and in-house service team. They truly are the “Appliance Specialists!”

Sanatoga Appliance caters to homeowners, businesses, landlords, builders, remodelers, school districts, house flippers, and senior communities.



Stop and see why Sanatoga Appliance has survived and prospered for decades! If you want a better deal on major home appliances – and to be treated like a neighbor instead of a number – stop by and meet the Sanatoga team today!

Sanatoga Appliance is open Monday through Friday 9:00 AM – 7:00 PM, and Saturday 9:00 AM to 5:00 PM.

For additional information, please call 610.326.9800 and visit www.SanatogaCorp.com.



Sanatoga has access to all of the brands, including:

